



# 2004 Hawaii Tourism Conference

Michael Londregan

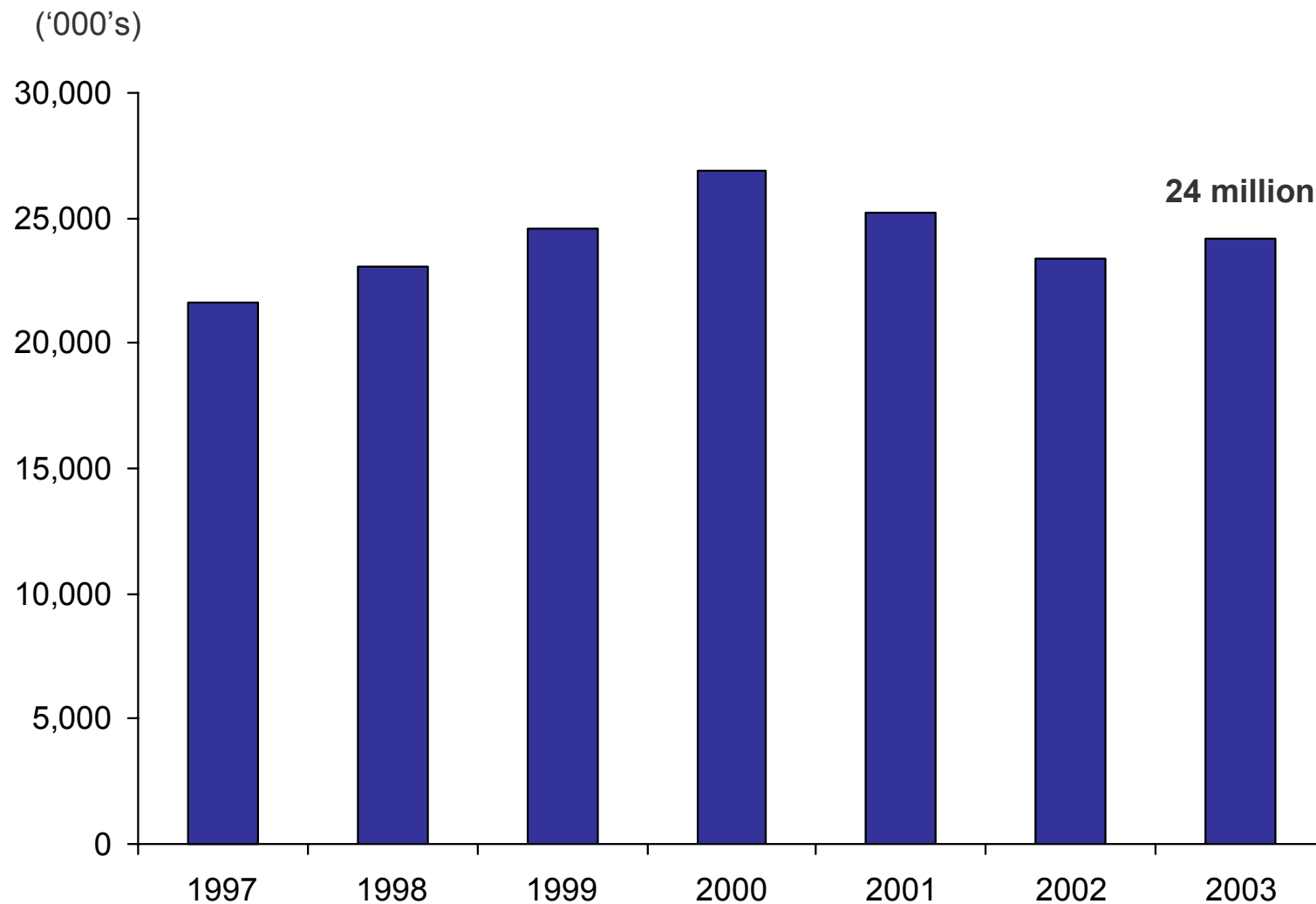
Vice President, The Americas

Tourism Australia



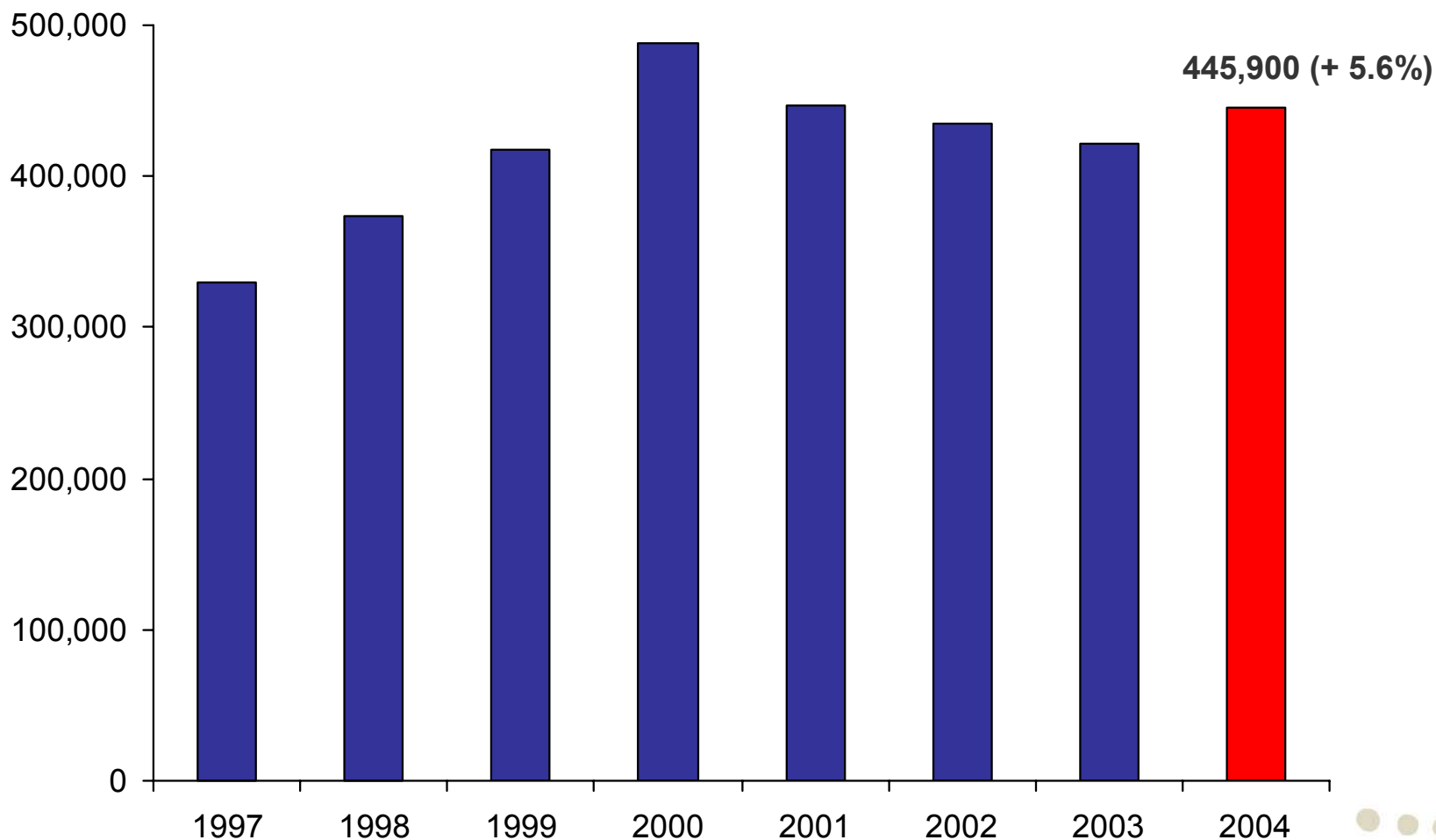
# USA Outbound Post 911...

3



[Source: USA Office of Travel & Tourism Industries, 2004]

# USA Arrivals into Australia...

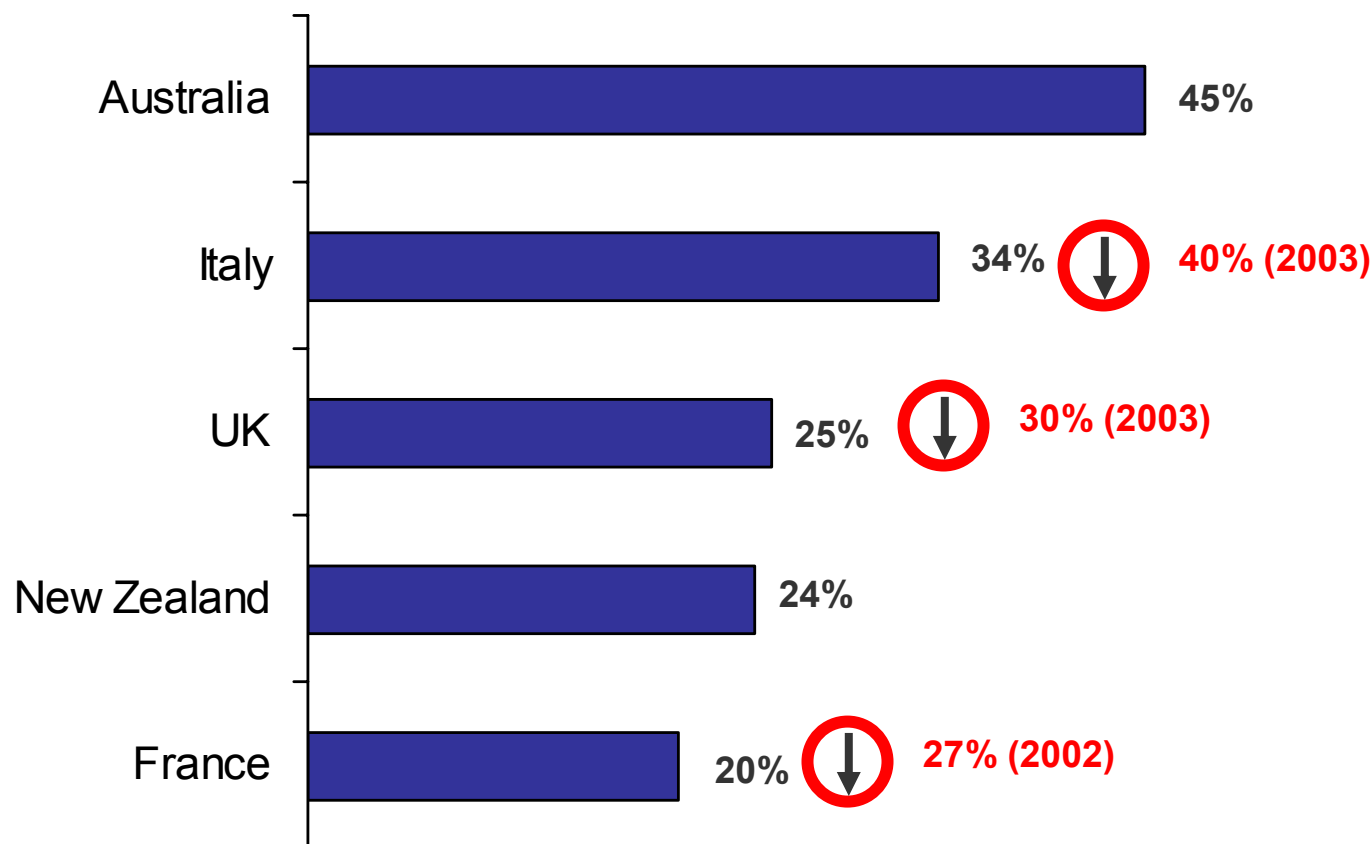


[Source: Australian Bureau of Statistics, 2004]

[Forecast]

# The Dream Vacation for Americans

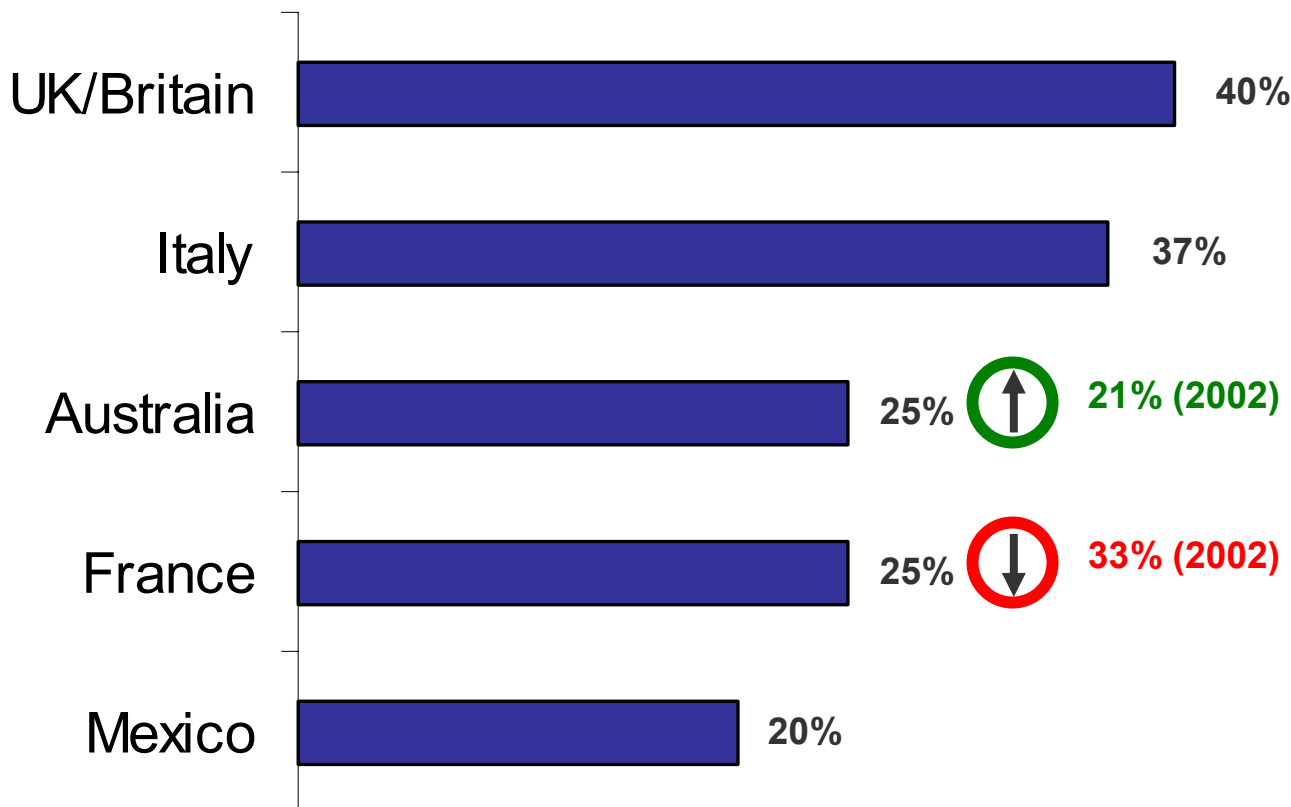
“Where would you go if you had the time and money?”



[Source: TA Consumer Tracking, 2004, Jan 04]

# But Seriously Considering...

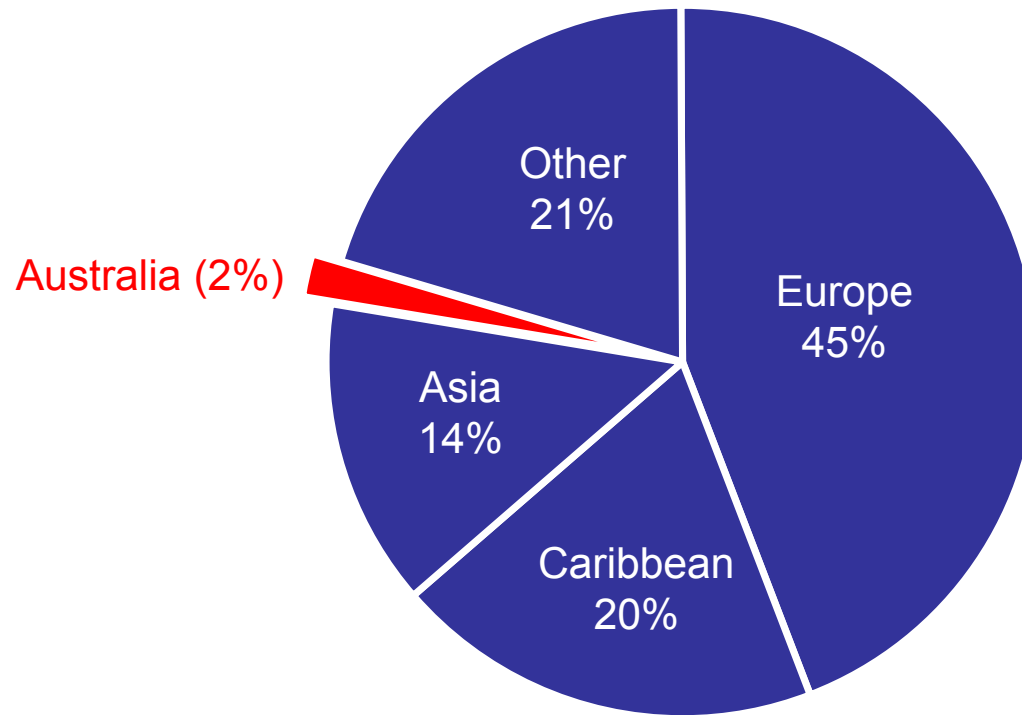
“Where is your next vacation given time and money?”



[Source: TA Consumer Tracking, 2004, Jan 04]



# But Where are Americans Going?



Total Long Haul Travelers (excludes Canada and Mexico)

*[Source: USA Office of Travel & Tourism Industries, 2004]*



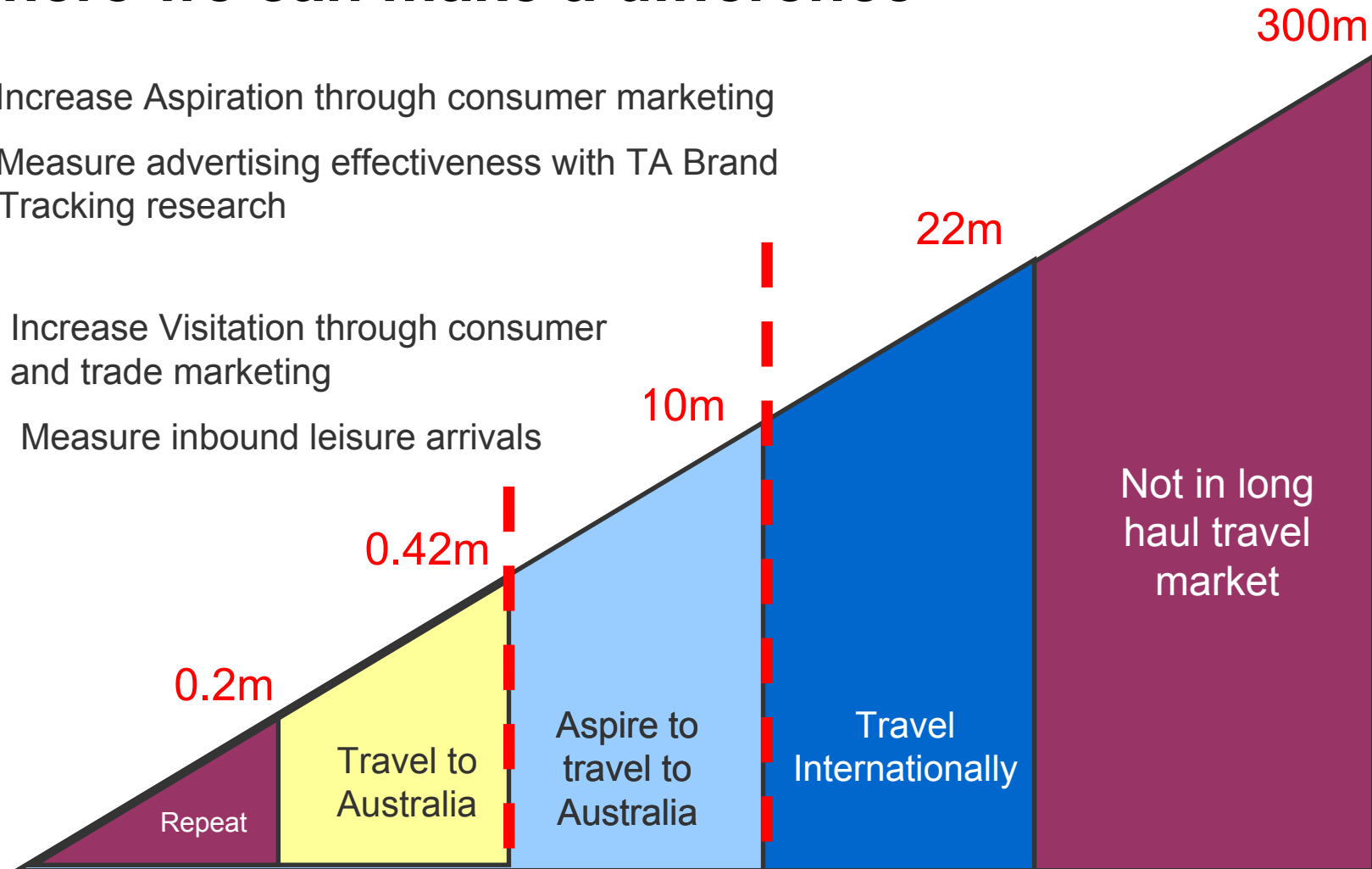
# The Challenge

- ↓ USA in post 2001 travel blues
- ↑ Bottled-up LH demand, with itchy travel feet
- ↑ High awareness & appeal
- ↓ Low market share
- ↑ Strong icons - “features” are known
- ↓ Unclear on “benefits”
- ↓ We lose on “rational” motivators
- ↑ We win on “uniqueness”

## Limited Budgets

# Where we can make a difference

- ✓ Increase Aspiration through consumer marketing
  - Measure advertising effectiveness with TA Brand Tracking research
- ✓ Increase Visitation through consumer and trade marketing
  - Measure inbound leisure arrivals

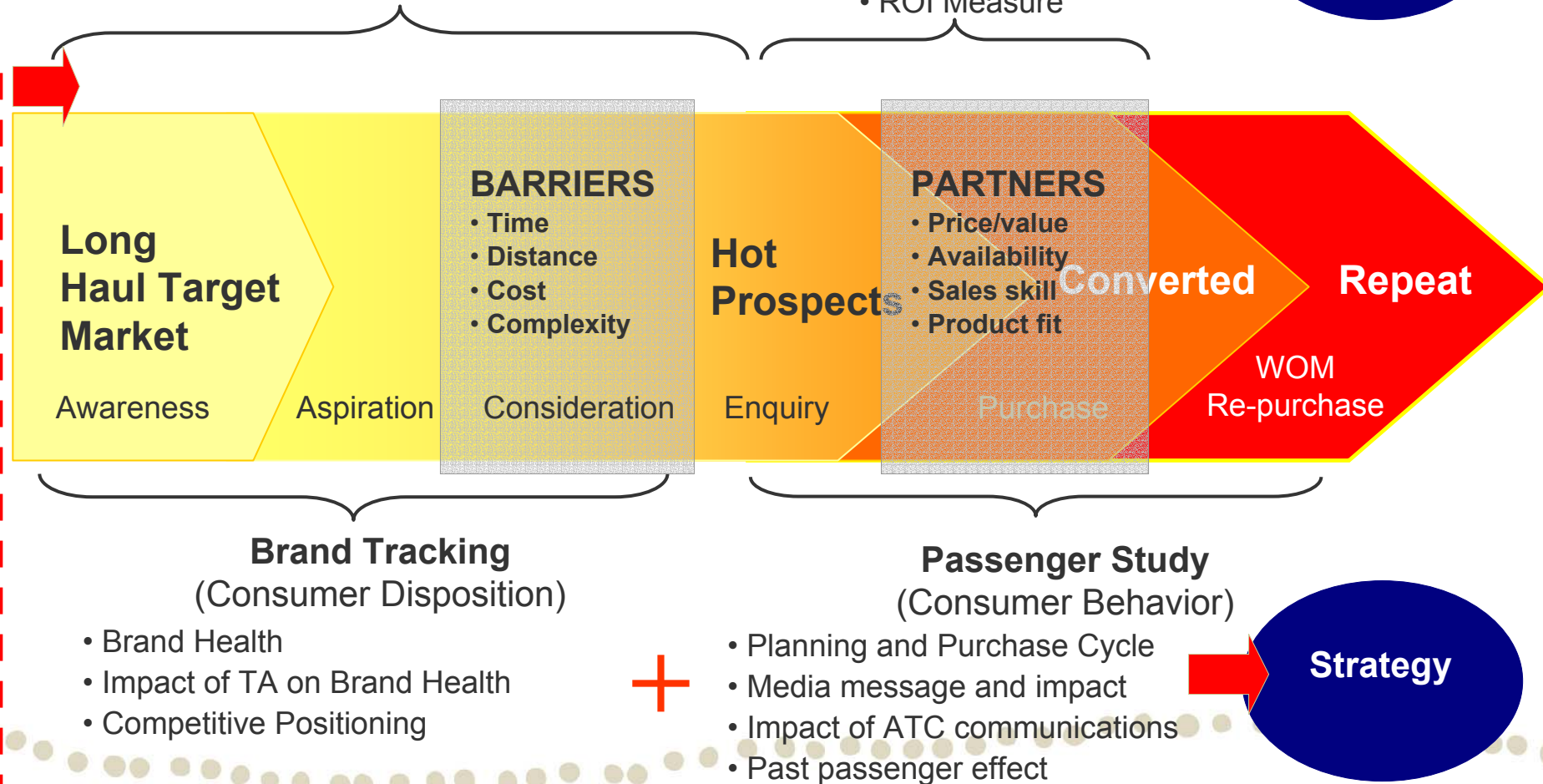


# The Customer Acquisition Cycle

- IVR**
- Campaign Performance
  - Media Performance



- Conversion Study**
- Partner Performance
  - Media strategy
  - ROI Measure



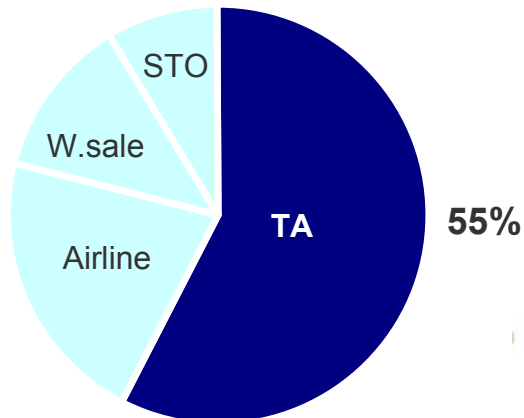
# Measuring ROI for “Have You Ever” (USA)

## Cost per Conversion

1. Total Media Value = US \$6.5 M
2. Direct Response = 30,000 consumers
  - **Cost Per Response (CPR) = \$216**
3. Conversion Rate after 6 months = 29%  
[Source: TA Conversion Study 2004]
  - **Cost Per Conversion (CPC) = \$750**
4. 1/2 spill through non-wholesale channels  
[Source: ATC Passenger Study 2004]

**Cost Per Conversion (CPC) = \$375**

## Campaign Funding Contribution



## Value per Conversion

1. One Conversion = 2.1 pax  
[Source: Qantas campaign booking data 2003/2004]
2. Air/land per Pax = US \$4,456  
[Source: BTR, International Visitor Survey September 2003. EX rate = 0.75]

**Value Per Conversion = \$9,358**

## ROI per Marketing Dollar Spent

**ATC = \$48**  
(2.1% marketing to sales)

**All Partners = \$26**  
(3.8% marketing to sales)

# Step Change Behavior

**ECONOMIES OF FOCUS  
CREATOR OF MARKETING  
COMPELLING EXPERIENCES  
PREDICTOR OF MARKET TRENDS  
OWNER OF CRITICAL MEASURES  
GLOBALLY ALLIGNED  
ROI**

## The Future of Brand Australia









Here,  
eucalyptus trees turn mountains blue,  
and koalas nap the day away.  
Kangaroos and golf carts share the same path.  
You laugh, and birds laugh back.  
And trains fly over the rainforest.  
A different wildlife.  
A different adventure.  
**A different light.**

**QANTAS AIRPASS**  
**ONLY \$999<sup>1</sup>**  
Includes 2 free flights  
within Australia



Let Qantas take you on a different kind of vacation with the Discovery Air Pass. Fly roundtrip not to just Australia, but around it as well. This special Air Pass includes two tickets to many popular destinations, so you can experience the

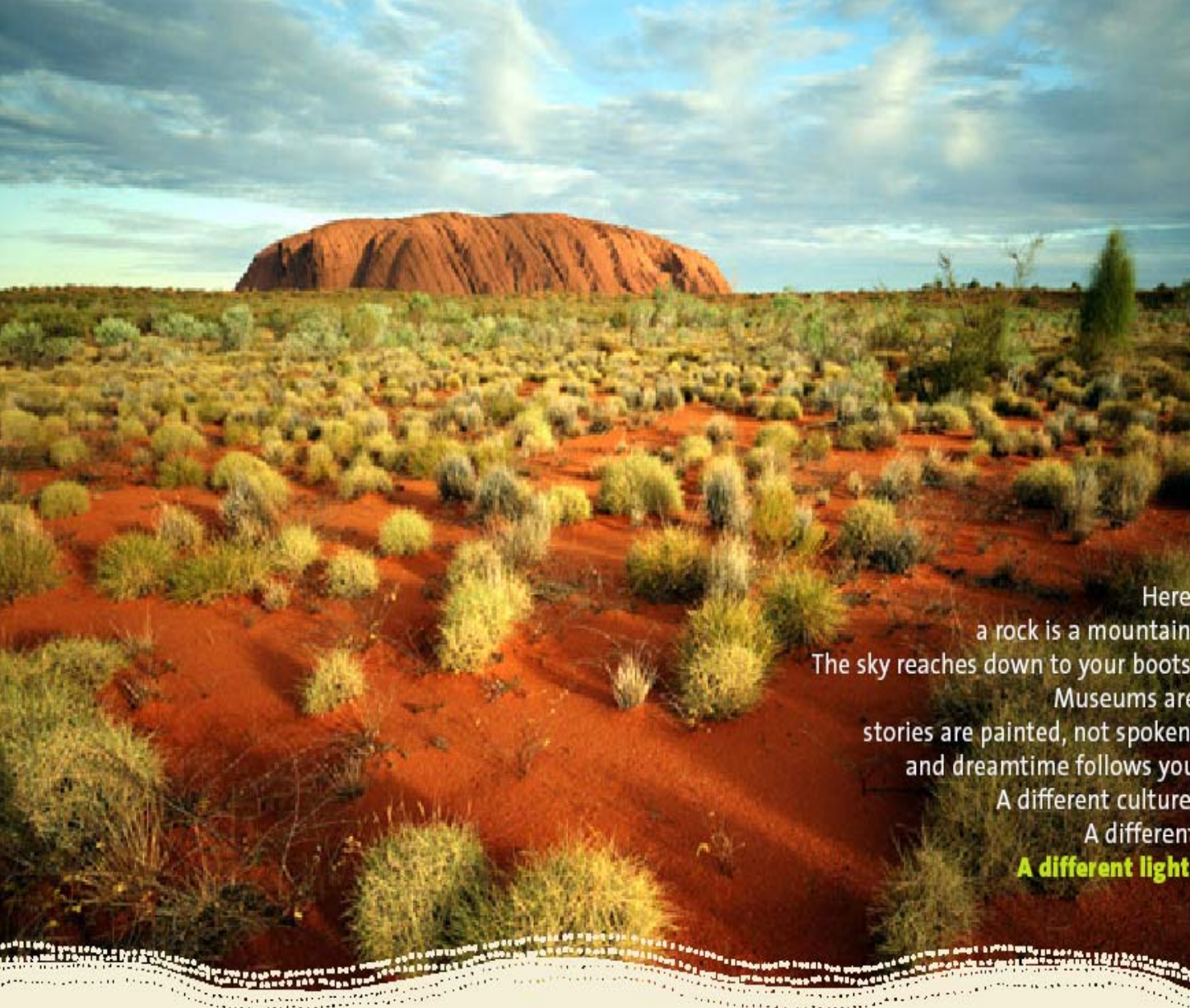
Prices are per person, based on double occupancy. For Monday-Wednesday economy departures from Los Angeles. Prices available from other US cities. Valid for travel from 4/28/03 and 7/21-8/28/04. Add \$45 per person each way for weekend travel. For departures 6/20-7/21, 8/29-12/5/04 and 2/24-1/31/05

Great Barrier Reef at Cairns, modern and vibrant Sydney, or historical Melbourne. Whatever you do, it promises to be a memorable adventure at an unbeatable price. Visit [www.australia.com](http://www.australia.com) or call 1-866-XXX-XXXX.

add \$100 per person, for departures 12/6-12/12/04 and 12/30/04-2/22/05; add \$140 per person, for departures 12/13-12/29/04; add \$160. Seats are limited and may not be available on every flight. Hotels subject to availability. US/foreign taxes of approximately \$160 per person, including September 11th Security Tax, are not included.

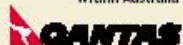






Here,  
a rock is a mountain.  
The sky reaches down to your boots.  
Museums are outdoors,  
stories are painted, not spoken,  
and dreamtime follows you home.  
A different culture.  
A different yesterday.  
**A different light.**

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**ONLY \$999<sup>ea</sup>**  
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add \$100 per person, for departures 12/6-12/12/04 and 12/30/04-2/22/05; add \$940 per person, for departures 12/13-12/29/04 add \$750. Seats are limited and may not be available on every flight. Hotels subject to availability. US/foreign taxes of approximately \$100 per person, including September 11th Security fee, are not included.

